

Research Work Has Given Scientific Proof Of The Value Of Vitamin C To Maintain Health

SCIENTIFIC proof that the branches of evergreen trees in Canada contain life-saving vitamin C in concentration is being unfolded by brilliant medical scientists in the adequately housed laboratory at the Toronto Hospital for Sick Children, which is appealing for contributions to a \$6,000,000 building fund.

More than 100 years ago the Indians of Quebec showed the realists the healing properties contained in evergreens. From Toronto spruce trees the green tips which are this year's growth were removed and were shown in laboratory tests to contain more than twice the proper work.

Medical scientists at the Hospital for Sick Children need assistance to carry on such research work which benefits this and future generations. Every contribution to the hospital's building fund will help further their work.

One phase of their unfinished work is to produce a vitamin C content in a form which has a great deal to do with normal vision. At present the hospital laboratories are testing each month for vitamin A content in the but-ter made in every part of the province. These tests will be co-ordinated with other information dealing with climatic and soil conditions in the area, breed of cows, size of herd, type of fodder, type and time of pasturing, etc.

What good will that do? It may be of incalculable value in fodder and breed selection. The full value of research is not known until the findings are complete, and it will take a year to complete the latter tests.

Corresponding tests were made of Ontario cheese, which was present in the menu of restaurants and hotels. They found that, no matter where the cheese is made in Ontario, no matter what the variations were in climate or soil or herd conditions, it is very rich in vitamin C, and it will take a year to complete the latter tests.

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BRINGS PLANE BACK - Lieut. Edward J. Wallef, Hamilton, Ont., was about to blast an enemy radio station on an island near Okinawa when an enemy shell exploded in the cockpit of his dive bomber and shattered it.

Despite severe wounds, he completed his mission, then banded his face and, weak from loss of blood, brought his plane back 100 miles to his carrier ship. He received two air medals and a letter of commendation from Adm. Chester Nimitz.

Tall As The Trees

Are Some Of The Stories Told In California

Out in California the natives are mighty proud of their state's giant redwood trees, and occasionally their stories about them are as tall as the trees themselves. Here's one:

"Big trees? Why, our way they fall like a hollow tree over a ravine that was too deep and wide to build a bridge across. One day while I was driving through this tree with a trailer I met a big moving van coming through from the other end. I couldn't back up or go ahead, so I just cut the trailer into a hollow branch and let the other fellow go past." Santa Fe Magazine.

ONE DEFINITION

According to the Montreal Star, civilization is that state of affairs in which money is collected from women who make up their faces and their necks in order to send missionaries abroad to teach the savages not to do the same.

Animals heads are displayed atop a staff by street butchers of Toronto, Sicily, to advertise their wares.

Lower Casualties

Use Of Machines In This War Saved Many Lives

While the proportion of dead to total casualties in the European war this time and last was almost identical, 46,000 out of 103,000 in 1914-18, 63,000 out of 150,000 in 1914-18, there was an enormous difference in the percentage of those that lost their lives as compared to the total of troops involved.

In this war approximately a million served, in the last only 630,000. If the air force, in which the proportion of killed was very much higher than the other services, is excluded, then the difference in casualties is even more striking. The Great War of 25 years ago was incomparably more bloody than the fighting that has just concluded across the Atlantic.

This striking change cannot be attributed to the fact that the actual fighting in this war was more spasmodic because when two equally active periods are compared, such as the fighting on the Somme in 1916 and that around Caen in the Scheldt Estuary last fall, the story is the same.

The real reason will be found in the fact that this was largely a war of fast-moving machines, tanks, planes, self-propelled artillery, trucks and armored cars, the Great War largely of unprotected infantry moving at a walk or slugging it out in trenches.

In the old days ability of a country to wage successful war was almost entirely measured by its manpower and the number of its purely military armaments. Today the yardstick is its industrial capacity, its ability to turn out vast quantities of automatic weapons and other highly developed machinery and equipment plus steel and light metals.

Canada in common with other Allies owes a great debt to its highly developed peacetime industry for producing when needed the success of war.

There are two things here for Canadians to cherish who seek permanent peace to posterity. Where would we have been today had we entered the war without a big industrial plant, which was quickly converted to war's service, still stripping off wings and in Canadian soil that guns, tanks and planes and leaving their industrial plants unpolished by constant disarmament - Financial Post.

New Kind Of Canned Meat Manufactured In Canada To Feed The People Of Europe

CANADA is now helping to feed Europe with canned meat products of a kind never before manufactured in the Dominion. The Meat Board chairman J. G. Taggart has announced Canada's progress in meeting its commitment to supply UNRRA and liberated countries with ten million pounds each of canned blood sausage, meat spread and most paste - all processed from nutritious meat cuts and by-products for which there is yet little Canadian demand.

Rich in protein, these new canned foods are a blend of meats such as chicken, tripe and kidneys with oatmeal or flour and seasoning. Blood is the largest single ingredient in the canned blood sausage, but this new product and the meat paste also contain pressure-cooked bones of young animals. There have a high content, not only of fat and protein but also of calcium and phosphorus, of which there is a shortage in the present European diet.

Of these new meat products, more than one million pounds of canned blood sausage have already been manufactured at Toronto, Winnipeg, Saskatoon, Calgary and Edmonton where meat paste is also new in production. Meat spread will be produced at Montreal and Vancouver.

The Meat Board chairman explained that these new canned products are in addition to the 50 million pounds of canned meat which which packers began manufacturing last fall and of which 22 million pounds have already been shipped to UNRRA and for Military Relief. They are also in addition to canned pork-and-bean and corn-and-bean which Canada last year exported 22 million pounds to Britain and about seven million pounds to other countries.

These new conventional processed meat exports being handled by the Meat Board are canned sausage in casings of which large quantities have been ordered for Vistulian Supply Lines ships of the Royal Navy. To date, Canada has this year supplied 20,000 pounds of the canned sausage to the British Admiralty. For the British Army, the British Ministry of Food has ordered ten million pounds of Canadian canned sausage meat.

The Meat Board has also ordered 100,000 pounds of kosher salted corn for UNRRA from a Winnipeg firm. Next November, that firm will begin production of kosher corned beef. Kosher foods are prepared in accordance with orthodox Jewish hygiene regulations and the Canadian products are for UNRRA distribution to the needy Jewish people of Europe.

Twelve-Sided Coin

Next Year Canada Will Have New Five-Cent Piece

A new Canadian five-cent piece, made of nickel instead of steel, will be issued in 1944. It was designed at Ottawa in an extraordinary manner. The new coin will be 12-sided and similar in other respects to existing five-cent pieces. It will be issued and accepted in addition to the copper-colored nickels turned out in 1942 and the steel coins made in 1943.

Beginners' Crochet

Among many people who are interested in the new hobby of crocheting, the first step is to learn the basics. This book, "Beginners' Crochet," is a simple and easy-to-understand guide to the craft. It covers the basic stitches and patterns, and includes a section on how to choose the right yarn and hook. The book is written in a clear and concise style, and is suitable for both men and women.

by Alice Brooks



Your "public" will be impressed when they see this lovely dress made as your first crochet! Beginners' pattern, liked by experts, too. Made of fine, soft, and comfortable material. There are two darts, one in the back, the other in the front. To obtain this pattern and twenty cents in coins (cannot be accepted by mail) write to: Alice Brooks, Winnipeg, Newswriter Union, 115 McDermott Avenue E., Winnipeg, Man. Be sure to write clearly your Name, Address and Pattern Number.

WILL SAVE MUCH

The prices listed estimate that meatless Tuesdays and Fridays in Canada's public eating places such as restaurants and hotels but excluding establishments such as mining and logging camps and hospitals will save 1,000,000 pounds of meat a week.



WEDNESDAY IS PICNIC DAY for the returned men in the Regina Military Hospital. That is, if the Red Cross Corps girls have anything to do with the arranging of their week, it is. The girls have made great plans for these weekly summer picnics. The general idea of the outing is to spend an afternoon, picnic-style in the country at a favorite spot at the beach. To facilitate their plans the army's new bus has been put at the girls' disposal every Wednesday afternoon. Assisted by a couple of Red Cross V.A.D.s, CSM James Caldwell, Dunge, Sask., (upper left) enters the new army bus prior to setting out on one of the weekly Red Cross sponsored picnics. (Upper right), Pte. Harry Baycroft, (left), Aberdeen, and Pte. Cedric Spence (right), Red Deer Hill, partake of the picnic lunch while (lower left) Audrey Miles, Regina, hands out a generous helping of watermelon. "Thanks," smiles Doris Hore, Regina, (centre right) as CSM Caldwell offers her a pickle to eat with her sandwich. (Lower right) shows part of the group of patients relaxing after a "snack" lunch among them Pte. John Gravel, Chrichton, with Marie Jolley and Shirley Hughes two other of the Red Cross Corps members.

THE DIDSBURY PIONEER

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WHEAT SITUATION RIGHTS SELF

Back in 1942 Canada had an enormous surplus of wheat and it was impossible to sell it on the world markets, mainly because of the ravages of war which closed shipping and markets to former wheat importing countries. At that time Canada reduced wheat acreages and farmers were urged to grow more coarse grains. Some officials were of the opinion that the huge carry over of Canadian wheat would never be sold and urged that this wheat be converted into industrial alcohol and other uses.

Three years later, 1945, finds Canada with a short crop of less than three hundred million bushels, and with a carry over of about the same amount of wheat. World markets are again being opened to Canadian wheat and it looks as though Canada will market most of her surplus and current year's wheat crop before another year rolls around.

Which all goes to show that future markets for our wheat as well as other commodities cannot be predicted. Nature seems to take control of things and this has been the case with our wheat.

As long as the markets of the world are open to wheat Canada need never fear of growing too much of this product. This of course depends on world markets, which will be open to our hard spring wheat, the best in the world, and these markets can only be assured by lowering of tariffs and trading with other countries. If this is done our country will be prosperous, for prosperity comes from ability to produce, along with customers for our products, and high tariffs have the effect of keeping out goods of other countries, who in turn will refuse to buy our goods.

BAD BUSINESS—PROVINCIAL POLITICS

Camrose constituency Liberals—30 of them—have held a meeting and decided that the old Alberta Liberal Association must be revived, to operate in both provincial and federal elections. A new provincial platform is one of their objectives.

By all means revive the Alberta Liberal Association for operation in the federal field; also Progressive Conservative Association and all other political party groups. But why tie up these federal political action associations with provincial affairs? Provincial legislatures are in operation merely glorified county councils and municipal Aldermanic bodies. A man's highest qualification for service in them should be his merit as a citizen rather than his allegiance to a federal political party. The sooner we get away from a provincial-federal tie-up in politics the more effective will administration of provincial affairs become.—The Observer, Calgary Herald.

Canadians dug deep in their pockets and most of the remainder borrowed to finance their own war effort. During the war with Germany, bonds, war savings, etc. Revenue Canada sent more than \$15,000,000, derived from personal income taxes 90-95% on war alone. Two-thirds in the year 1944-45 was almost 11% of this amount was met by taxation, times that of 1939-40.

FARMERS NEED
"GOOD" TIRES

As a farmer, you need tires with wide, deep treads that bite into the road—forward and backward. Tires that can pull you out of tough spots and keep you going. Everything you would expect in a tire, you get in Dominion Royal. We'll be glad to help you get your tire permit.

DOMINION
ROYAL

ADSHEAD GARAGE

CONTRACT TIRE SERVICE
1001 Main Street, Didsbury, Alta.

LOTS OF SHELLS FOR HUNTERS THIS FALL

Shortage of shells which has curtailed the shooting plans of Alberta nimrods for a number of years appears to be over. Word from Ottawa is to the effect that hunters will be able to obtain ammunition after September 1st, without permit, in any quantity desired.

At the present time small arms ammunition for civilian use is being produced in large quantities by eastern factories.

With the game seasons now set for this year and supplying of vital ammunition assured, there is no reason to doubt that this will be one of Alberta's biggest seasons for those who enjoy such sport as bird and big game hunting. Gasoline restrictions are off, and everything points to an invasion of shooting regions that will exceed the highest expectations.

WHEAT SURPLUSES ARE DISAPPEARING

(By Major H.G.L. Strange)

Canada ended up this crop year on July 31st with approximately 258 million bushels of wheat, which includes some 29 million bushels held by farmers on their farms. This is a big drop from the high mark of 595 million bushels of Canadian "carry over" on July 31st, 1944. Surpluses have disappeared in many other countries in about the same proportion.

This present prairie crop will be decidedly less than normal. If the same exports take place from Canada during this coming year as occurred during this past year, approximately 340 million bushels

LITTLE MAN, WHAT NOW?



World sugar stocks are dangerously low...

use less—use with discretion

THE WARTIME PRICES AND TRADE BOARD

then it would seem that on July 31st next the Canadian "carry over" will be something less than 100 million bushels. Should, however, shipping be available to transport all the wheat that is required by the people of Europe suffering from

lack of food, then Canada might have no more than the usual "carry over" of some 50 million bushels on July 31st next at the end of the crop year. Yet there were some, it will be remembered, who a few years ago considered that what

they called the "burdensome surpluses of wheat" would last for a generation or more. This all illustrates how little we can predict of the future in the world of agriculture.



HUNGRY EUROPE NEEDS MEAT

The shortage of food in liberated Europe is desperate. Meat is one of the most critical needs.

As a great food-producing nation, Canada must, can—and will—help to meet this emergency.

That is why slaughtering has been placed under strict control.

That is why ration coupons will soon be used again by Canadians to buy meat.

There is only one objective—To reduce meat consumption in Canada in order to provide direct aid for the hungry peoples of Europe.

Slaughter Control

Farmers who slaughter meat for their own or their farmer neighbor's use are required to submit monthly reports (Form RB-61) and to surrender coupons for the meat they use and sell.

Any excess of meat over the farmer's or his neighbor's needs may be sold only to the holder of a regular slaughter permit.

The minimum amount which a farmer may sell to such a permit holder is one quarter of beef or half a hog carcass. Sheep, lambs or calves slaughtered by a farmer for his own or his neighbor's use may not be sold into the meat trade.

Locker Operators

Under the meat rationing regulations, locker operators are required to submit a list of their patrons to the nearest Ration Branch Office.

A supply of Consumer Declaration forms is being forwarded to each locker operator who will, in turn, distribute them to his patrons. The patron is responsible for completing the form and filing it with the Ration Branch Office.

Consumers must surrender coupons for all meat held in lockers over and above 4 lbs. for each person in the household at a rate of 2 lbs. per coupon. However, no more than 50% of the "M" coupons in the ration books of the consumer and his household need be surrendered.

MEAT RATIONING FACTS

Amount of Ration will be roughly 2 lbs. (carcass weight) per person, per week.

Rationed Meats. All cooked, canned, fancy and "red" meats.

Unrationed Meats—beef brain, head, tail, blood, tripe; calf brain, head; pork brain, head, tail, pig feet, spare ribs; lamb brain, head, tail, fries; poultry, game and fish (canned or fresh).

Coupons—brown "M" coupons in Ration Book No. 5. One coupon will become valid each week.

Coupon Values—Group "A", 1 lb. per coupon; Group "B", 1 1/2 lbs. per coupon; Group "C", 2 lbs. per coupon; Group "D",

2 1/2 lbs. per coupon; Group "E", 3 lbs. per coupon.

Tokens. Tokens, eight of which are equivalent to one coupon, will be used as coupon change.

Farmers must turn in to their Local Ration Boards a coupon for each 4 lbs. of meat (carcass weight) they use in their households from their own slaughtering. So that they may buy other meats from their butchers, no more than one-half of the valid coupons in the hands of the farmer and his household need be surrendered. Farmers who sell meat to a neighbour farmer must collect coupons at the rate of 4 lbs. (carcass weight) per coupon.

Rationing

Is your assurance of a fair share.

Is a protection against waste... shortages... inflation:

That is why farmers are asked to continue to collect and turn in coupons to their Local Ration Boards—once a month—in the RB-61 envelope.

PROFESSIONAL ADS

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Graduate of Manitoba University
Late Senior House Surgeon
St. Michael's Hospital, Newark, N.J.
X-Ray in Office
Phone—Office 63, Residence 128
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All My Work is Guaranteed
PRICES REASONABLE
See Me at the Club Lunch
WM. GONTASH
WATCHMAKER & JEWELER

EAT
AT
The
BRIGHT
- SPOT -
The Best in Ice Cream, Soft
Drinks and Light Lunches.

Classified Ads. Get Results!

GAS TANK UNPREPARED

A motorist drove into a filling station at Trinidad, Colo., and exultantly told an attendant to "fill 'er up." The attendant complied. As the motorist drove away the full gas tank, unused to the strain, dropped to the pavement.

INFLATION VS PRICE CONTROL

Twenty five years ago this summer Canada was experiencing all disastrous effects of inflation. After the end of the first World War in November, 1918, in the absence of control, prices shot steadily upward as the public bid against each other for goods in short supply. Here are some of the prices which prevailed in the summer of 1920 compared with today under price-control:

	1920	1945
Sugar lb.	.25	.09 1/4
Lard lb.	.42	.17
Butter lb.	.37	.39
Potatoes, peck	1.08	.50
Eggs, dozen	.88	.46
Flour, 24 lb. bag	2.00	.75
Milk, quart	.13	.10

Supporting price controls after World War II will prevent a repetition of World War I bank-breaking prices. You can help by strictly observing control regulations.

BLOOD DONOR SERVICE OF RED CROSS TO BE CLOSED

With the end of the war and the need for blood serum among the Armed Forces practically eliminated, it has been decided to immediately close the National Blood Donor Service of the Society's National Executive Committee, announced recently.

At the same time, it was also decided by the National Executive Committee to make a three-month survey of the blood needs of all hospitals throughout Canada, looking to the possible further development of a peacetime National Blood Donor Service. For this survey, Mr. Urquhart said, the Society has retained the services of Dr. W. S. Stanbury, who during the war has been in charge of the blood service throughout Britain under the British Ministry of Health and is one of the foremost authorities in this field.

We are confident, said Mr. Urquhart, that the donors who have so freely given of their blood during the war years, will be ready and willing to make this same contribution in the future when this peacetime blood service is inaugurated.

It was pointed out that there is sufficient blood serum now on hand in Canada to cover veterans' needs and emergencies for the next six months at least.

"I would like at this time to express the Society's appreciation to the many thousands of donors who have given over 2,300,000 blood donations in the 662 Red Cross clinics and sub-clinics through the Dominion which are now closing. They have made a magnificent contribution," Mr. Urquhart said.

HAIL LOSSES

Around 1,780 claims for hail losses by over eleven thousand Alberta farmers this year according to J. Glen Elder, manager of the Alberta Hail Insurance Board. This is the worst year for hail that the board has experienced since it started business in 1938.



"TOPS"
FOR TRACTION

THE
GOODYEAR
ALL-WEATHER
FOR TRUCKS

Designed to meet all road and all weather conditions, Goodyear All-Weather Truck tires give greater traction — greater mileage — greater all-round service.

DRIVE IN FOR A COMPLETE
GOOD YEAR
TIRE SERVICE

ROSEBUD GARAGE
Didsbury, Alberta

TRY ADVERTISING

A hen is not supposed to have Much common sense or tact, Yet every time she lays an egg She cackles forth the fact.

A rooster hasn't got a lot Of intellect to show; But none the less most roosters have Sense enough to crow.

The mule, the most despised of beasts, Has a persistent way Of letting folks know he's around By his insistent bray.

The busy little bees they buzz: Bulls bellow and cows moo. The watch dogs bark, the drakes they quack. And the doves and pigeons coo.

The peacock spreads his tail and squawks. Pigs squeal and robins sing. And even serpents know enough To hiss before they sting.

But man, the greatest masterpiece, That nature could devise, Will often stop and hesitate Before he'll advertise.

MAY LEGALIZE "CANADIANS"

Possibility of legislation making legal "Canadian" as a nationality was indicated in recent conferences among a number of department officials at Ottawa. It was considered likely that legislation might be submitted to the coming session of parliament opening Sept. 6.

Should such legislation be passed, Canadians would be able to describe themselves as Canadians instead of British subjects in a census and for immigration purposes.

WANT U. S. MARKET

A delegation representing sheep producers in southern Alberta, headed by C. Jensen of Magrath, are in Ottawa to ask the government to lift the embargo on the export of lambs to the United States. The sheep men stated that while Canada had a ceiling price on lambs, packing plants could not pay it and the closing of the United States market created a most unsatisfactory situation. A year ago a ready market was found for thousands of head of fat lambs in the United States.

BABY DEATHS MORE THAN WAR

During the past five years Canada has lost 37,000 men killed in battle or as a direct result of the war. During the same period, twice that number of babies under one year old—74,000 of them—have died in this Dominion.

From any point of view this is a bad record. Infantile mortality can be cut down to a minimum by any sensible people who will observe well-known rules. It means spending more money; creating more clinics; providing more free prenatal care and general medical attention.

The tougher cuts of meat, normally require long slow cooking to make them tender. If time is a factor, grind these cuts or pound them well with the edge of a plate. Either treatment breaks down connective tissues and gives tenderness with shortened cooking.

Church News

EVANGELICAL
Rev. A. M. Amacher, B.A., Pastor
Sundays:
10:30 a.m.—Morning Worship.
11:30 a.m.—Sunday School.
7:30 p.m.—Evening Worship.
Wednesdays, 8 p.m.—Prayer Meeting

UNITED CHURCH
Rev. D. Whyte Smith, Minister
11:00 a.m.—Sunday School.
8:00 p.m.—Evening Worship
Westcott, 11:00 a.m.

M. B. C.
Mennonite Brethren in Christ
Rev. D. C. Eby, Pastor
Sundays:
1:30 p.m.—Sunday School.
2:30 p.m.—Prayer Service.
7:45 p.m.—Prayer Service, including Young People's meeting on alternate Sundays.
Wednesdays, 8 p.m.—Prayer Service

CHURCH OF ENGLAND
St. Cyprian's, Didsbury
Rev. F. C. Mutton, L. Th., Rector
First Sunday in the month—
Evening Song — 3:00 p.m.
Third Sunday in the month—
Holy Communion — 11:00 a.m.

LUTHERAN
Rev. Albert F. Reiner, Pastor
Westcott: Every Sunday at 11:00 a.m.
Didsbury: Every Sunday except the fourth at 2:30 p.m.

ORDER YOUR
COUNTER
CHECK
BOOKSFROM THE
DIDSBURY PIONEER

NOTICE
To Non Residents of Didsbury
School District No. 652

The tuition fees for non-resident pupils attending Didsbury Schools for the school year 1945-46 shall be: \$25.00 for one subject, \$35.00 for two subjects, \$75.00 for three or more subjects.

The above fees to cover all grades.
ROY G. MCARTHUR,
Sec.-Treas.

NOTICE RE: BEGINNERS
Didsbury School District No. 652

Only children who have reached the age of six years on or before September 30, 1945, will be admitted to Grade I for the year 1945-46.
ROY G. MCARTHUR,
Sec.-Treas.

FOR SALE BY TENDER

Sealed tenders will be received by the undersigned up until Saturday, September 1, 1945, for the purchase of the property known as the Didsbury General Hospital and the Nurses' Home, located on 51 acres on the S.W. of 18-31-1, W5th. Tenders can be submitted for each building separately: 50-foot frontage with nurses' home, and balance of property to go with the hospital building. Or tender can be submitted for entire property. Highest or any tender not necessarily accepted.
Terms: Cash.

A. BRUSSO, Sec.-Treas.,
M.D. Mountain View No. 49



Regent Wheat

According to the vital variety survey conducted by the Alberta Farm Service and, also, by the Manitoba Department of Agriculture, Regent is now the leading variety of wheat in Manitoba. This represents a very remarkable triumph for Canadian plant breeders, and for Dr. C. H. Goulden in particular.

The public is apt to delay its admiration of outstanding achievements until the hero retires or dies! Dr. Goulden cannot retire before old age because he, we believe, depends upon a civil service so-called salary. He is young enough to justify our hopes that he may live to improve upon Regent.

It is well to remember that Thatcher, still the leading variety in Saskatchewan, is a very good wheat. Its success was assured from the beginning. Surely, therefore, it is all the more credit to Dr. Goulden and his staff that Regent should now stand first in Manitoba. It does so for one reason only—It has stood the test on Manitoba farms. The individual characteristics of the variety need not concern us here.

It is also fitting at this time to acknowledge the debt we owe to Dr. H. K. Hayes, University of Minnesota, who not only produced Thatcher wheat, but trained many of our leading plant breeders, including Dr. Goulden.

A
STATEMENT
REGARDINGGASOLINE
QUALITY

Imperial Oil Limited will commence supplying ESSO EXTRA and 3-STAR gasolines of their pre-war high quality to motorists, farmers and other consumers throughout Canada at the earliest possible moment.

Due to production and distribution problems involved, there will necessarily be some delay. Gasoline users can be assured that no effort is being spared to hasten this change.

Imperial Oil's extensive wartime research and development will result, as soon as possible, in Imperial gasolines surpassing pre-war standards.

Imperial Oil's production facilities are unequalled in Canada and motorists and others can consequently depend on Imperial Oil—just as they have always been able to depend on Imperial Oil—for the very best petroleum products available.

IMPERIAL OIL
LIMITED

Upwards of 50,000 new houses are planned for Canada in the next twelve months.

Winnipeg, the gateway to the Canadian West, is the largest grain centre in the world.

PRINTING...

Job printing is an important part of our business, and we are ready to serve you at all times in our printing department.

We have just added considerable new job type to our plant, and are thus enabled to turn out better and more modern printing.

Check over your supplies now, and if there is anything in the printing line you need, give us the order immediately, and do not wait till you are down to the last letterhead or envelope.

THE DIDSBURY PIONEER
PRINTERS & PUBLISHERS

WORLD HAPPENINGS
BRIEFLY TOLD

The Australian government estimated that drought had caused a production loss of \$244,000,000 this year.

The United States Navy announced at Washington that 1,332 warships have been added to its fleet in five years.

A French woman, Michele Lyon, was sentenced to death for being an informer during the German occupation.

The Admiralty released more than 100 trawlers, previously on war work, to the fishing fleets for use in supplementing Britain's food ration.

Nelson's famous flagship, H.M.S. Victory, which was damaged during an air raid on Portsmouth dockyard, has been put back on public exhibition.

Field Marshal Montgomery received from King Christian the Order of the Elephant, Denmark's highest decoration, normally granted only to royalty and chiefs of states.

Victor Frederick William Cavendish-Bentinck, an assistant under-secretary of state in the British Foreign Office, has been appointed British ambassador for the new Polish Government in Warsaw.

Plans for a world youth conference, to be held in Paris late in October, were outlined at Ottawa by Lieut. Svend Petersen, international relations officer for the World Youth Council now functioning in London.

Seaweed Materials

British Scientists Discover It Yields A Silk-Like Fibre

Stockings and "undies" made from seaweed may soon be on the market. A team of British scientists, headed by Prof. John B. Speakman, of Leeds University, discovered accidentally that seaweed yields a silk-like fibre.

It was discovered that the fibre dissolves in soap water and in this Prof. Speakman saw immense possibilities.

Non-twist cotton and woolen materials can be woven together with seaweed silk and then washed with soap water, leaving only the basic textile in all manner of open-work designs," he said.

Mohair, with the seaweed fibres twisted around it, can be woven as easily as wool. When the disappearing fibres are dissolved, a cloth similar to astrakhan results.

The new fibres will be especially valuable to milliners and to women who embroider their own materials. "The fibre, which dyes well, has also been produced in a soap resistant form."

Model Entertained

Artist Wanted To Make Sure Of Mona Lisa Smile

It is said that Leonardo da Vinci, the famous painter of the famous Mona Lisa picture, went to great lengths to capture the enigmatic smile of the girl who posed for the portrait. Hoping to keep her smiling in the same subtle manner day after day, he engaged the most talented artists to entertain her. While da Vinci worked his brush, they amused her with witty conversation, recited beautiful poetry, played soft music. The artist's idea must have been successful for the painting, with its "Mona Lisa smile" has become one of the great gems of art.

SHOULD BE SAVED

There's a use for small bits of unused soap. They can be made into a soap jelly with boiling water and then used for hand-washing of stockings, gloves, lingerie and similar items.

LIFE'S LIKE THAT

By Fred Neter



"I promised my new girl to sever all connections with the past." 2632

Canadian Fish

Have Excellent Food Value And Necessary Vitamins

Don't pass up fish as a food. Frequently fresh fish caught in local waters is not only better, but cheaper than when shipped in.

"Get to know local varieties, and the days these are available at your dealer," advises Miss Hazel Freeman, lecturer-demonstrator, Department of Fisheries. Current prices make fish worth investigating as a meat substitute. It has excellent food value, having high percentages of protein, fats, energy foods, minerals essential to health, and vitamins including A and D in the fat.

In selecting fish note that thick plump ones give best value for the money. See that the flesh is firm and shiny, eyes and gills bright, and skin glossy.

High temperature is essential to successful fish cooking. Oven should be 450 deg. F., and frying fat piping hot at 450 deg. F. Some of the better varieties require only six to eight minutes at this temperature. Test with a knife. When the flesh has lost its watery quality, it is sufficiently cooked. To preserve the natural juices when broiling, tie the fish firmly and use the juice for accompanying sauce.

Fish fish in dripping rather than butter. If a butter flavour is desired, pour melted butter over the fish when it is on the platter. The high temperature required for the fish makes butter brown and indigestible.

Food served with fish should have contrast in flavour and color. Serve lemon, tomatoes, pickled beets, cucumbers with vinegar, or olive salad.

Nautical Calendar

Hundred Years Since Screw Propeller Proved Better Than Paddle

A century worthy a salute this year is the hundred-year-old victory of the screw-propeller over paddle. It was between April 2 and April 6, 1845, that Francis Pettit Smith finally convinced the Admiralty that screws could beat paddles below water.

Britain. The final test was a tug-of-war between the Rattler (screw) and the Albatross (paddle). They were tied stern to stern, and the Rattler pumped home at two and a half knots an hour. Smith got a knighthood twenty-six years later when he was in poor circumstances and was a curator at the Patent Office. He made nothing out of his revolutionary invention. He first drove a screw model across the Welsh Harp and Hendon, and a year later steamed down the Thames in a ten-ton boat and got to Billington and back again. A reluctant Admiralty was gradually convinced, especially when Smith went as far as Portugal in a 237-ton boat at ten knots. But it needed the tug-of-war to knock out all the doubters.

Farm Machinery

Farmers Advised To Retain Old Machinery Until New Equipment Is Available

Due to the fact that all kinds of farm machinery will be available to farmers of some towns, farmers have been urged to keep older machines as the first initial delivery of new equipment is ordered. As past experience has shown, says the Current Review of Agricultural Conditions in Canada, increased output is not much more machines at once. Output of farm machinery in 1946 is expected to be increased by about 30 per cent, over 1944-45.

The establishment of a small capital refinery in 1946 at Trail, B.C., was the beginning of the refining of copper in Canada.

Canadian-Built Equipment For U.S.S.R.



A section of the Canadian National Railway storage yards at Port Mann, B.C., showing some of the hundreds of flat car frames, trucks and wheels, built in Canada and loaded for shipment to the Soviet Union. Inset, the label stamped on the equipment. Around the maple leaf, Canada's name appears in English, Russian and Chinese.

Aussies Like Tea

Even Under Tropical Sun Soldiers Stop To Make It

It doesn't take a second glance to tell when you are with the Australian troops in Bernese. You'll find them stopped beside the road, making tea over a fire under a tropical sun.

The Aussie soldier's appetite for tea is a never-ending source of wonder. The sun will be beating down mercilessly. Men will be dripping to the ground to rest, perspiration dripping from their soaping shirts. The advance elements will be engaged in a machine-gun fight only 100 yards up the road. But out come matches to start the tea fire burning.

They eat the rationed cold but get the tea steaming hot.

"It's a great feeling to get hot cuppa tea inside of you on a hot day," comments a fat lieutenant, who looks as though he were going to melt.

Men's Feathers

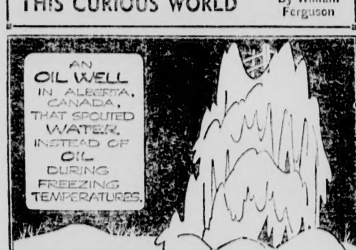
Keep Feels Warm In Winter And Cool In Summer

Feathers in poultry is Nature's insulation plan. They keep the fowls warm in winter and cool in summer. Available evidence indicates that the cause of premature loss of feathers in laying and brooding poultry is mainly nutritional. Fast feathering is inherent and fundamental to efficient growth in healthy and properly fed flocks. Grass and oats in any suitable form appear to be a preventive of premature molting.

Spinach was first used in England about 1500 and at that time was spelled "spinage".

THIS CURIOUS WORLD

By William Ferguson



ANSWER: Right. A portion of Iowa was left on the west side of the river, adjoining Omaha, when the Missouri changed its course some years ago.

MARCEL WAVES

ARE NAMED FOR MARCEL GRATEAU, PARISIAN HAIRDRESSER.



No Substitute

Nothing Can Take The Place Of Your Own Home Town Paper

What did the readers of the New York daily newspapers miss most during the two weeks when, as the result of a strike, they were deprived of them? Believe it or not, by far the greatest number missed the editorials.

This revelation should bring a glow of pride to that obscure and sometimes despised class, the editorial writers of the land. It is frequently said that nobody reads editorials these days, and the poor fellows who write them began to suspect that there might be some truth in the assertion. That is, until came this statement of fact appeared in the editorial columns, and then it seemed that everybody read them through a magnifying glass.

And here are some other interesting discoveries made as a result of a poll among New York newspaper readers. Editorials were missed more than sports, war news and the "funnies". Theatre news, book reviews and obituaries, it was found, are more read than political news, fashions, health articles and labor columns.

Here is another interesting revelation and the question, "Is radio completely fulfilling your need for news?" 76.6 per cent. of readers replied, "No." And when asked if they missed the advertising in their newspapers, 79.1 of those questioned said "Yes."

What all this adds up to are several things but the important thing is that, despite the predictions of the pessimists, the newspaper is not yet moribund and that there is no substitute for your favorite home paper. — Ottawa Citizen.

Something Of A Record

Welsh Post Office In Hands Of One Family 122 Years

For 122 years the post office in Llangandanol, Wales, has been in the hands of the Mills family, a record for Wales, with Richard Mills, the present postmaster, having in his possession the plate used in the office when it was opened in 1812.

Original postmaster was also a Richard Mills, and the story about him is that he always delivered mail while accompanied by his greyhound called Nelsen; and if Nelsen stirred up a rabbit and gave chase there would be little hope of letters being delivered that day.

The present boss, however, says things are run more efficiently these days.

Removing Camouflage

Londoners Will Soon See Their Scarlet Buses Once More

Old London's scarlet omnibuses, will soon lose their camouflage coating of duty grey paint. So also will the fire engines. Not all the omnibuses suffered this transformation though it was deemed advisable throughout practically the entire fire service. In the case the omnibuses decision usually turned upon the route they traversed. In many instances they passed big blocks of buildings given over to munitions or similar work, buildings which the German bombers made their special target. It was discovered by British fighter planes that under the glow of flames dropped by the enemy planes and under the glare also of burning buildings, the red omnibuses stood out sharply against these targets. For a time London had an odd assortment of omnibuses loaned from all over the provinces, and the color schemes of these stood out much less conspicuously when a raid was in progress.

Moth Killer

British Scientists Find Means Of Making Clothing Moth Proof

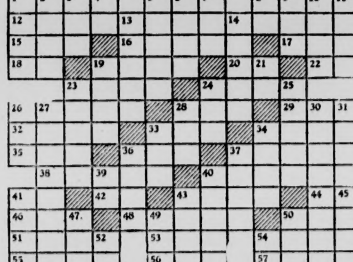
United Kingdom scientists have found a simple means of making clothes permanently mothproof. The agent is D.D.T.—the anti-malarial, antityphus powder dropped in Britain during the war, which has already saved thousands of Allied lives. In its new role of moth-killer it is dissolved in oil and applied to the wool during manufacture, thus becoming a permanent part of the wool's structure. A minute quantity—0.1 per cent. of the weight of the wool treated—is sufficient to make the cloth moth-proof however many times it is washed or cleaned. D.D.T. can also be used for temporary mothproofing of clothing already in use—i.e., by mixing with the solvents used in dry cleaning. Clothing cleaned regularly in this way would be nearly 100 per cent. mothproof. This new application of D.D.T. was developed by research workers of the United Kingdom Wool Industries Research Association.

JAPANESE ATROCITIES

The Japanese lined up all the inhabitants of a village just east of Moupin in Shensi, and massacred them, cutting their throats, according to reports reaching Peking. A British major said "if it is confirmed, this will rank among the worst Japanese atrocities."

X-X OUR CROSSWORD PUZZLE X-X

No. 4949



- | | |
|--|--|
| <p>HORIZONTAL</p> <p>1 Multitude</p> <p>7 Large snake</p> <p>8 Molten rock</p> <p>12 Having a peculiar peculiarity</p> <p>15 Decay</p> <p>16 Veracity</p> <p>17 Balloon</p> <p>18 Teutonic deity</p> <p>19 God of love</p> <p>20 Liver in Siberia</p> <p>22 French article</p> <p>23 To cover</p> <p>24 Sign</p> <p>26 To permit</p> <p>28 Globe</p> <p>29 Room in a barn</p> <p>32 Raised platform</p> <p>33 To sever</p> <p>34 Roman post</p> <p>35 Conjunction</p> <p>36 Bed</p> <p>37 To snout</p> <p>38 Class</p> <p>40 Ecclesiastical garment</p> | <p>VERTICAL</p> <p>1 To cut the services of</p> <p>2 Scarf</p> <p>3 To pass</p> <p>4 Part of</p> <p>5 English poet</p> <p>6 Burden</p> <p>7 Division of a play</p> <p>8 Not of scale</p> <p>9 Slime</p> <p>10 Small bottle</p> <p>11 Land measure</p> <p>13 Dry stalks of grain</p> <p>14 Ecclesiastical parallelism</p> <p>15 Nine poem</p> <p>21 To exist</p> <p>22 To slip</p> <p>24 Worthless</p> <p>25 Boasting</p> <p>25 Unpleasant</p> <p>26 Girl's name</p> <p>27 Tongue</p> <p>28 Three strikes</p> <p>29 Expansion</p> <p>31 Fruit drink</p> <p>32 Lettuce</p> <p>33 Enema</p> <p>34 Siberian river</p> <p>36 Brusk</p> <p>37 On top of</p> <p>39 Not any</p> <p>40 Analogy of "Cuckoo"</p> <p>41 To fasten, as a ship</p> <p>42 Pertaining to the dawn</p> <p>43 Pertaining to the dawn</p> <p>47 Greek letter</p> <p>49 Greek letter</p> <p>52 Half an em</p> <p>54 Note of scale</p> |
|--|--|

REG'AR FELLERS—Penalty of Carelessness

BY GENE BYRNES





MR. FARMER

We are in good position to fix you up with the Lumber you need for Joists, Studs, Rafters and Sheeting for your different building jobs.

To the very best of our ability we will try and fix you up with all your requirements of building material.

CAR OF CEDAR POSTS JUST UNLOADED

ATLAS LUMBER CO., LTD.
J. GLAUM, manager Phone: 125

EVERY DAY HOUSEHOLD NEEDS FROM HALLIDAY'S

PHONE 101

PRUNES, 60/70, 25-lb. box	2.89
PEAS & CARROTS, 20-oz. tins	2 for 35c
APPLE & RASPBERRY JAM, 4-lb. tin	58c
PURE PLUM JAM, 4-lb. tin	45c
CLARK'S CHILI SAUCE, 10-oz. bottle	25c
CLARK'S MUSHROOM SOUP, 10-oz. tins	2 for 25c
COWAN'S PERFECTION COCOA, 1-lb. tin	23c
SQUIRREL BRAND PEANUT BUTTER, 21-oz. jar	37c
McMURRAY COARSE SALT, 100-lb. bags	
To Clear, per bag	1.25
MAXWELL HOUSE COFFEE, 1-lb. glass jar	50c
LAWSON'S PUFFED WHEAT, (bushel size)	29c
OGILVIE MINUTE OATS, 5-lb. bag	25c
2 GLASS TUMBLERS and 1 VANILLA	29c
2 TINS PUMPKIN 28 oz., and PIE PLATE	49c

ANNOUNCEMENT

We wish to announce that we have taken over the Barber Shop and Pool Room from Johnson and McCloy, and will continue to give you the same efficient service as the former operators.

DUQUETTE & SON
BARBER SHOP AND POOL ROOM
HEADQUARTERS FOR SMOKES
AND RELAXATION
DIDSBURY, ALBERTA

No Services at United Church

The Knox United Church will be closed for the next two Sundays. Regular services will be resumed at Westcott and Didsbury on Sunday, September 9th.

Rev. D. Whyte Smith, minister

HARVEST SPECIALS

Men's Solid Leather Work Shoes—Per pair	\$2.95
Men's Rubber Sole Work Shoes—Per pair	\$3.95
Men's Val-Martin Solid Leather Work Shoes	\$4.50
Men's Big Work Shirts, 2 for	\$1.25
Men's Work Trousers	\$1.95
Men's Horsehide Gloves	\$1.95
Men's Horsehide Gloves, Roper style, per pair	\$1.25
Men's Overall Pants, Headlight—Sizes 38, 40 and 42	\$1.45
Men's Jumbo Knit Sweater Coats	\$2.95
Men's Plain Rib Sweater Coats—Each	\$1.95
Boys' Work Shirts, all sizes	49c
Boys' Bib Overalls	\$1.35

A Good Stock of Men's Bib Overalls, Headlight, G.W.G., and Monarch makes.

J. V. BERSCHT & SONS
PHONE 36 — DIDSBURY

BRITAIN—OUR FARMERS' LARGEST MARKET

Britain constitutes the largest market for our prairie farmers. Anything that happens in Britain, therefore, and which affects Britain's exports and imports, will have a bearing on the welfare of farmers. I have studied carefully the accepted set-out policies of the new British Labour-Socialist Government, and it seems to me that those tend much more towards "Self-sufficiency" than to increased International Trade. Yet the British people depend for their very existence on greatly increasing their exports so that they can continue to purchase the large quantities of Canadian wheat and flour, livestock products and other materials which they must have in order to live. It is to be hoped, therefore, that as the new British Government assumes responsibility and obtains a clearer picture of Britain's real needs, they will discard some of their "Self-sufficiency Protectionist" ideas and will adopt the only possible means that will assist Britain, and incidentally Canada, which is a greater freedom of trade managed more by Free Enterprise, and less by Government controls and Government monopolies. At all events, what happens in Britain will be well worthwhile watching and studying by our prairie farmers and their friends.

CANADA RANKS THIRD

Canada ranks third among the United Nations in naval power and fourth in air power. During the war Canada became fourth largest supplier of war equipment, third trading nation and second exporting nation among the United Nations.

LOCAL NEWS

—For painting and repair work apply to C. Rapin, East Didsbury.

Mr. H.J. Wall expects to leave this Thursday for Calgary where he will reside in future.

Ken Cassidy was a business visitor in Calgary Tuesday.

—Mrs. Elmer Reist will commence her fall music class on September 15th.

Mrs. Harry Gabel has returned from the Didsbury Hospital where she underwent a major operation.

Miss Ruth Gabel, R.T., of Nelson, B.C. is visiting with her parents, Mr. and Mrs. Harry Gabel, and was specializing while her mother was in hospital.

After spending three months at the Pacific Coast, Mr. and Mrs. R. E. Lantz returned home Monday, accompanied by their niece, Miss June Parsons, who spent the last two months with them.

The Anglican Service will be held at Rugby schoolhouse on Sunday next, September 2nd, at 11 a.m. Morning Prayer.

K. Roy McLean, Otometrist, will make his next visit to Didsbury, at the Rosebud Hotel, on Monday morning, September 10th. In Calgary consult at 1013 Southern Bldg.

Mr. and Mrs. Russell Fulkert journeyed to Calgary Friday evening last and on their return Saturday evening were accompanied by

"Grandma" Fulkert, and Miss Brown. Mrs. Fulkert, who has been sick in the General Hospital for the past two months, is very much improved in health.

Mr. Kelyin Shannon who is working in the Corned and Oven district, left Tuesday after visiting in Didsbury last week end with his wife and family.

—New Fall and Winter Coats have arrived at the New Shoppe.—Mrs. M.E. Foote. 1p

EVANGELICAL CHURCH NOTES

Rev. W.E. Janetzki of Castor, Alberta, will be our guest speaker on Sunday, September 2nd at 10.30 a.m. and his theme will be "The Desirable Pressure Group". Sunday school will be held at 11.30 a.m. and at Bethel at 2 p.m. Rev. Janetzki will also preach at Bethel at 3 p.m. and at the Youth Fellowship service at 7.45 p.m., when his theme will be "Selling Real Life Insurance". We invite all to come and worship with us.

—"Rainbow Island" starring Barry Sullivan (in technique) is the picture showing at the Didsbury Opera House on Thursday, Friday and Saturday, August 30 and 31, and September 1st.

Abe Neufeld is doing some repair work to the Pioneer building this week and as a result we have been more or less handicapped in getting out this week's issue. C. Rapin is assisting Abe on the job.

The well on the Peterson Block property west of the Pioneer office is completed and good soft water was secured at around 100 feet.

Mr. and Mrs. Ed Watkins and daughter Veleta returned Saturday from a three weeks' holiday spent at Seattle, Vancouver and B.C. points.

Miss Jane Wardrop who is in training at the General Hospital, Calgary, is visiting in town with her mother, Mrs. W. Wardrop.

Mr. and Mrs. J. V. Berscht were Edmonton visitors the first of the week and returned Tuesday.

Mrs. Ruth Eckel returned Friday, on leave, visiting with friends in Sanctuary, Sask.

—You are invited to call and inspect the New One Light Plant now on display at the Builders' Hardware.

Ralph Edwards of Calgary visited his parents, Mr. and Mrs. Dave Edwards, last week.

Mr. and Mrs. W. Paxson Sr. and Mr. and Mrs. W. Paxson Jr. and two children of Drumheller spent Wednesday at the home of Mr. and Mrs. E.J. Rouleau, W. Paxson Jr. is home on leave, having volunteered for the Pacific.

Tax notices for the Town of Didsbury are now out and property owners are jubilant over the decrease in taxes this year.

Mr. and Mrs. Tom Morris were Calgary visitors the first of the week.

Mrs. A.L. Melnick left Tuesday morning for Edmonton.

Mrs. Chamberlain and Florence of Edmonton have been visiting in town for the past week with friends.

Mrs. Ed Ford and Eddie have returned from a three weeks' visit to Salmon Arm, Kelowna and Creston B.C. Mr. Ford went out to Creston last week to bring Mrs. Ford and Eddie back to Didsbury.

Mrs. L. Lee returned last week from an extended holiday trip to the United States.

Monday, September 3, is a holiday!

CLASSIFIED

WANTED—At once, a quiet, reliable horse and a single buggy. Apply to Mrs. Botting, Bergen P.O., Alberta. 4tp

FOR SALE—One Dorik Boar Pig, 2 years old. Apply to C. G. Carlson. 32-3p

STRAYED to my place, One White Sow, hair brand on shoulders. Owner may have same by paying expenses. H. H. Heimer, Elkton. 32-3p

FOR SALE—Emerson & Brandingham Separator, 24-inch cylinder, complete with drive belts, \$250. Also 15-lb. Grain Loader, 45 bu. hopper, with four-horse Cushman engine, F. Babke, Didsbury. 34-2p

WANTED TO RENT—1/2 Section farm east of Didsbury. Full line of equipment. Apply at Pioneer Office for particulars. 34-3p

FOR SALE—Registered Yorkshire Bears, born April 8th and 15th, \$30 each, with names. Phone 1308, H. Sawatzky, Carstairs. 34-3p

FOR SALE—20-inch Grain Separator, Waterloo, John Deere 15-27 Tractor, both in fair shape and price right. Apply to Andrew Walker, Carbon, Alta. 34-3p

WANTED—Good Buggy or Democrat. Also Bob Sleighs and Cutters, and Wagon Gears. Apply to C.M. Bell, Red Deer. 35-3p

FOR SALE—Two Purebred Short-horn Bull Calves, 8 and 9 months old. Phone 2002, Ira Stauffer. 35-2p

FOR SALE—One 28-inch Minneapolis Separator, complete with belts, in good running order. Phone 906, Crossfield. 35-2p

FOR SALE—Horse or power-driven Foot Cockshut Binder, on rubber. First class condition.—W. H. Dainty, Didsbury. 1p

WANTED—Housekeeper for town home. No outside work. Apply to Mrs. K. Shannon, Didsbury. 1p

FOR SALE—Two large clothed Horse Collars, 23" and 24". Good condition, \$5 each. Also Short-horn Herd Bull, reasonable. Apply to Burns, Bros., phone 512. 1p

FOR SALE—Cockshut, 10-Foot Power Binder, on rubber, practically new. Apply to Luft, Bros., Phone 1204, Didsbury. 1p

FOR SALE—Half Section Farm, No. of Sec. 43-1-28, W4th, Clear title, 2 1/2 miles from cheese factory, one mile from M.B. church. Cash. Merrill E. Barnes, Didsbury. 35-4p

At V-E Day German prisoners in Canada included 2,316 officers, 28,131 other ranks and 3,227 merchant seamen. In the group were four generals.

RELEASE ANTI-FREEZE

Munitions minister Howe has announced removal of all restrictions on the manufacture, distribution and use of ethylene glycol and other types of anti-freeze.

Ranton's

WEEKLY STORE
:: NEWS ::

Men's Double Texture
RAIN COATS
in navy blue twill. All sizes.
SPECIAL \$4.95

Men's Pure Wool
LOAFER COATS
SPECIAL \$7.45

CHAUFFER CAPS
in navy blue and grey.
Each \$1.95

Penman's 95
FINE UNDERWEAR
for men now in stock.

Men's
BROWN OXFORDS
Sizes 8 to 11,
Special 2.95

WORK BOOTS FOR THE REAL MAN.

You'll Get Them at
Ranton's
Where You'll Meet Your Friends



CAPTAIN R.W. McMURRAY, formerly manager of the Canadian Pacific's British Columbia Coast Steamship Service, who was recently appointed managing director of the Canadian Pacific Steamships Limited, with headquarters at Montreal. He succeeds Captain Edmund Akana, R.C.N.R., retired.

Announcement

GAS & OIL PRODUCTS LTD.

REFINERS AND MAKERS OF

PURITY 99 GASOLINES

Wish to Announce That They Have Appointed

MR. WM. P. PAYNE

AGENT FOR THEIR PRODUCTS
IN THE DIDSBURY DISTRICT

99 GASOLINES

Are Famous For Starting and Extra Mileage

MR. PAYNE'S OFFICE IS LOCATED IN THE
FISHER & EDWARDS BUILDING

PHONE 14, DIDSBURY, FOR

PROMPT DELIVERY OF

PURITY 99 PRODUCTS

MOST OF US DON'T KNOW

Hardly anyone—not even the publisher—knows how important a newspaper is to a community.

The smaller the town, the more important the newspaper is in its economic life. Its news, editorials and feature stories focus the interest of surrounding territory on the place in which the paper is published.

This force and the force of advertisements by local merchants build an ever-widening trade area. This means more business, more money for schools, homes and churches—a bigger and better town.

A town with a newspaper is a town with a future. The better the paper, the brighter the future.

It deserves the support of every business man in that town.

We are trying to make this paper worthy of our town. Your help and suggestions are appreciated.

DIDSBURY PIONEER

A Newspaper is More Than a Business—It is a Community Institution